

Message Text

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INFO OCT-01 EA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM:OED:D PD:REORGE HINES:SM

APPROVED BY EB/OCA/CM/EMCKEON

COM:OED:DEPD:JMILLER

COM:OED:DEPD:RLPRITCHARD, DIRECTOR

EB/OCA/CD/IAWILLIAMSON

EA/JDSMITH

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R 280237Z JUN 75

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

UNCLAS STATE 152766

E.O. 11652:N/A

TAGS: BTRA, BEXP, JA

SU0JECT:FOREIGN BUYER PROGRAM:NATIONAL HOUSEWARES SHOW

REF: TOKYO T-8411

1. USDOC WILL ARRANGE FOR PRE-REGISTRATION GROUP MEMBERS WITH SHOW PRODUCER JULY HOUSEWARES SHOW UPON RECEIPT OF TRANSLATION.
2. JULY HOUSEWARES SHOW NOT REPEAT NOT ON FOREIGN BUYER PROGRAM SCHEDULE. CONSEQUENTLY, CAFFREY NOT REPEAT NOT SCHEDULED PARTICIPATE.
3. VISITATION ARRANGEMENTS WILL BE MADE WITH REGIONAL HOME FURNISHING MARKETS IN DALLAS AND ATLANTA IF DESIRED. WILL ATTEMPT OBTAIN ESCORT OFFICER FROM DALLAS AND ATLANTA OFFICES TO CONDUCT LOCAL BUSINESS TOURS.
4. THE NATIONAL HARDWARE SHOW IS PRINCIPAL U.S. DOMESTIC TRADE SHOW EVENT OF THE YEAR THAT WILL EMPHASIZE DO-IT-YOURSELF HOME IMPROVEMENT PRODUCTS. THE HARDWARE SHOW DATES ARE AUGUST 26 THRU 28, 1975, COINCIDING WITH HARDWARE INDUSTRY WEEK WHICH BEGINS AUGUST 24. THE INDUSTRY

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WEEK PROGRAM AND THE HARDWARE SHOW INVOLVE EXHIBITS OF

1,500 MANUFACTURERS AT MCCORMICK PLACE. A SERIES OF
MEETINGS AND SEMINARS ALSO WILL BE PRESENTED BY

PARTICIPATING HARDWARE INDUSTRY ASSOCIATIONS. ACCORDINGLY,
IF THE INTEREST OF THE GROUPS MEMBERS FAVORS HARDWARE
PRODUCTS A CHANGE IN YOUR MISSIONS DATES MAY BE WARRANTED.

5. UPON REQUEST ARRANGEMENTS WILL BE MADE BY USDOC WITH
TWO KEY RETAIL CHAINS FEATURING DO-IT-YOURSELF HOME
IMPROVEMENT PRODUCTS FOR VISITS BY GROUP MEMBERS.
LEAD-TIME OF ONE WEEK WILL BE REQUIRED. DOC ADVISED THAT
NO CAMERAS WILL BE PERMITTED IN RETAIL STORES. INGERSOLL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE152766
Document Source: CORE
Document Unique ID: 00
Drafter: OED:D PD:REORGE HINES:SM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750224-1111
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975066/aaaaaejo.tel
Line Count: 73
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 TOKYO T-8411
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 13 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 FEB 2003 by PhilliR0>; APPROVED <17 FEB 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: BTRA, BEXP, JA
To: TOKYO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006